Eckerd tests 'department store' prototypes

Continued from page 5

downtown Clearwater merchants to draw shoppers back to the downtown area. The two other main stores in the Cleveland Plaza, F. W. Woolworth and Publix Super Markets, have also been remodeled. One source said that management of those two stores reported sales had picked up by about 40% since the remodeling, and that the stores were attracting a higher class of clientele.

The Eckerd store also appears to be quite upscale. The traditional Eckerd "supermarket" aisle design has been tossed out in favor of a department store race track format, and the severe white and blue decor has been softened to shades of beige and taupe.

Unyielding long aisles have been replaced by boutiques and islands, which are linked by a two-tone floor that funnels the customer through each section of the store.

In Cleveland Plaza, the drug store is in the back, with its core—the pharmacy—nestled into the rear left wall.

Cosmetics, photo and electronics departments have been moved to the center of the store, where individual attention can be given by service clerks. There is one center island that displays franchise cosmetics facing the front of the store and in the back, watches and radios. To the left of the island, as you walk to the rear of the store, is the television and stereo alcove.

The "opening wall" doesn't begin until the customer gets halfway into the store. Midway along the track the customer discovers a broad expanse of H&BA, OTC, feminine and baby products that flow directly into the pharmacy area.

Pulls right

When shoppers enter the store, they can choose between a right and left track. However, the pull is to the right toward the expanded greeting card section and past the power seasonal aisle. If customers decide to go left, they will find the tobacco, wine, liquor and convenience food departments.

Because each department has been carved into a cove or harbor, each section is distinctly apart from the others. Therefore, customers who are in the greeting card area are segregated from those in cosmetics or electronics.

"Some are looking to buy a stereo," says the manager, "and they don't necessarily want to be bothered by someone browsing for a toothpaste or greeting card. Here they can go into the section, talk about the products we have on display and make a decision quietly. If they need help they can call across to the girl on the island checkout stand."

There are five registers in the store, two at the front entrance for convenience purchases, one in the pharmacy department and two in the gift aisle. Shelves are high, about 50 or 60 in., allowing the addition of about 20% more items without having to expand the size of the department.

Besides the regular stacking of products, Eckerd has also begun to slant merchandise so the shopper can get a full view of packaging.

Customer reaction to the new look is promising. Two weeks after the new planograms were in place at the Cleveland Plaza store, customers were telling clerks what a great pleasure it was to shop in the new environment.

DUANE READE
Thank you for promoting
Herpecin-L®
Cold Sore Lip Balm. "It Works!"
Write: CAMPBELL LABORATORIES, INC.
P.O. Box 812-A, FDR, NY, NY 10150

Consumers: Style aids sales

Continued from page 6

Only 43% of the 27,282 purchases cataloged in the survey were "planned," a full 39% were completely unplanned or spontaneous, another 4.6% were substitute sales, while 13.4% were general sales (i.e., the customers meant to buy toothpaste, but didn't specifically know what brand. The decision to select one brand over all the others was made at the store level).

In-store decision-making, the POPAI findings suggest, affect almost 50% of all drug store purchases actually made.

Prescriptions, of course, generate the lowest level of impulse purchase activity: Just 2.5% of all prescriptions purchases are unplanned. However, 32 of the remaining 39 key categories generated more than half their sales through impulse buying.

Eight out of every 10 purchases in jewelry/leather goods, cards and seasonal products were impulse sales. More than 7 out of every 10 candy/gum sales, stationery and home office supplies, were unplanned, while 6 out of every 10 sales for toys/sporting goods, garden supplies, cosmetics, fragrances, housewares, pet supplies, food, first-aid, hardware and paint, vitamins, household cleaning aids and paper goods were impulse-generated.

The findings show why the retail drug outlet has more control over individual purchasing behavior than the typical manufacturer seems to realize.

While a company like Gillette may be spending $27 million in total ad revenues for a brand like Right Guard, more than half the sales in the deodorant category are actually generated at store level.

The findings imply that the retailer is in a strong position to affect purchase rates through in-store merchandising.

In addition to its analysis of what prompts sales in a specific category, the POPAI study also looks at the impact of different demographics on consumer spending.

It also tabulates the most common cross purchases between categories. For instance, the study can determine if a male who buys contraceptives is also likely to buy cologne.

The study also charts how deeply drug stores have gone into such product lines as beer/wine, home health care, sports medicine, food, photo processing, etc.

In our April 30 sequel, *Drug Store News* will chart some of the initial findings more deeply.

NOW YOU CAN SELL 8 BIC SHAVERS AS EASILY AS 5.

At Bic, we had what we thought was a great idea.

The five pack pouch for Bic shavers.

But they were so popular, they sold out almost the same day they were stocked.

Now we have another great idea.

The Bic eight pack pouch.

So you can sell either five or eight Bic shavers.

It means more of a choice for your customers.

And more profit for you.

BIC

Albertson's re-enters Tacoma

Continued from page 6

directions. We have always done well in Texas, and we received a positive reaction during the Skaggs-Albertson's partnership."

Chainwide, all Albertson's new superstores will have pharmacies except if there is a drug store next door. Currently the 430-store chain operates pharmacies in 49 superstores and 83 food/drug combos.

Bolinder says that in the future superstores will be 44,000 sq. ft., and combos, 60,000 sq. ft. Superstores will have 20% to 35% of their selling area for general merchandise. In the combos, 40% to 50% of the space will be devoted to general merchandise.

Bolinder says that Albertson's will open 42 stores in 1984 (31 superstores and 11 combos), and anticipates 50 in 1985 (38 superstores, 12 combos).

Did you get Joe's point? Read his column on the Pharmacy page—every issue in *Drug Store News*

RIBORY DRUGS
Thank you for promoting
Herpecin-L®
Cold Sore Lip Balm. "It Works!"
Write: CAMPBELL LABORATORIES, INC.
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Inside:

1984 ANNUAL REPORT OF THE CHAIN DRUG INDUSTRY

DRUG STORE NEWS

Vol. 6, No. 10 | Serving the Retail Drug Store Industry for 55 years Published by Lebhar-Friedman Inc. | April 30, 1984

Drug chains record a banner year

Sav-On revises format; eyes higher margins

ANAHEIM, Calif.—Sav-On is remerchandising its stores, section by section, in a phased-in program scheduled for completion in all 165 units by Christmas 1984. The goal: to improve gross margins by emphasizing higher-profit items like cosmetics and liquor.

The new prototype includes layout changes, emphasizes liquor, cosmetics, pharmacy, and a 60-ft. service department, but at 22,000 sq. ft. (17,000 selling) it is the same overall size as Sav-On's traditional stores.

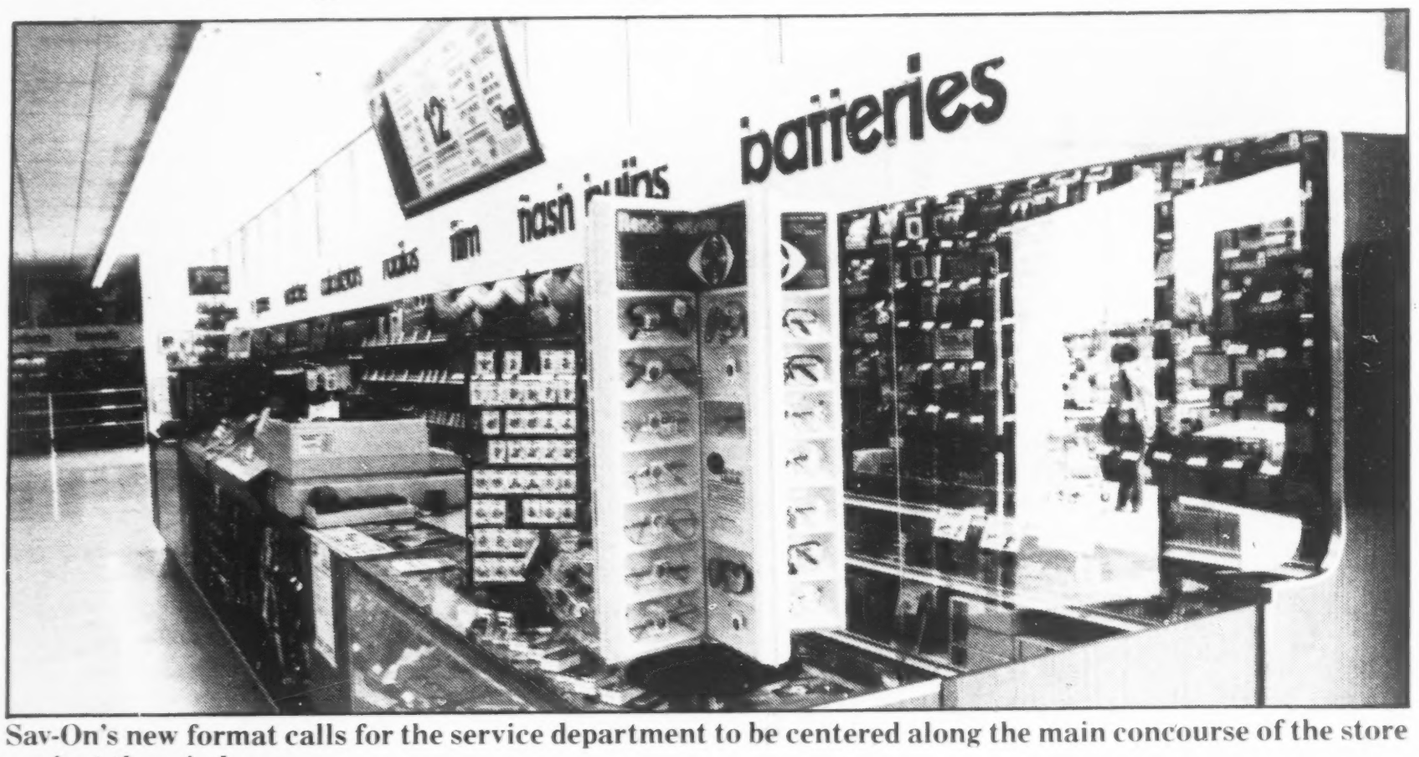
The liquor department has been expanded to 1,700 sq. ft. —double the preremodeled stores in some locations—because Sav-On feels this department has underperformed in the past. The department now offers larger selection, more seasonal gift packs and a 12-ft. promotional gondola for related and seasonal merchandise.

The major change in the cosmetic department, which has been enlarged to 1,700 sq. ft. is the replacement of six-sided spinner racks (seven around the service cosmetics counter plus five ends) with two low-profile double-sided fixtures which are 18 ft. long.

The service department (or bullpen) is centered along the main concourse against the window, and replaces the rectangular bullpen formerly next to liquor on one side of the store.

Household appliances have been moved from their gondola home to the bullpen which also houses TV games, watches,

Continued on page 151



Sav-On's new format calls for the service department to be centered along the main concourse of the store against the windows.

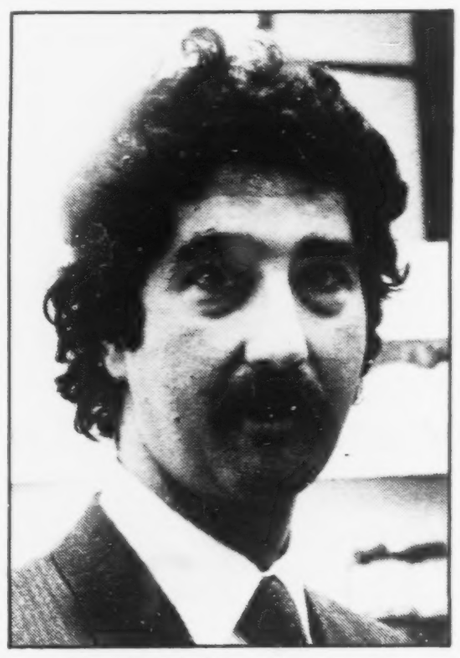
Budd Dworkin voted Revco sr. vp. mktg.

TWINSBURG, Ohio—Elliot (Budd) Dworkin, 35, has been elected senior vp of marketing by Revco's board of directors.

Dworkin, who was formerly in charge of purchasing non-pharmaceutical merchandise, will be responsible for purchasing, advertising and the chain's marketing and merchandising functions.

The son of Sidney Dworkin, Revco's chairman, president and ceo, Budd Dworkin has held various management positions at Revco since joining the company in 1966, including director and assistant vp of marketing. He has a B.A. in economics from Oakland University in Rochester, Mich., and is working toward an M.B.A. from Case Western Reserve University in Cleveland.

In another promotion, Linda Gauntner, formerly director of



Budd Dworkin

pharmaceutical purchasing, was appointed assistant vp of that department. She will now be responsible for supervising the purchasing of pharmaceutical merchandise. A pharmacist for seven years and as a prescription drug buyer for two years, Gauntner earned her B.S. in pharmacy from the University of Michigan.

Medicare-Glaser names Barney chief of deep-discount division

ST. LOUIS—Fred Barney, former president of the Jax, deep-discount stores in Cleveland has been named to head Medicare-Glaser's newly formed specialty retailing division. He'll oversee the chain's entrance into the deep-discounting business.

Barney will be joined by Jerry Gaddis, who leaves his job as vp of purchasing at Fisher's Jax division to serve as vp for Medicare-Glaser's specialty retailing division.

Cash rich from its recent public offering, Medicare-Glaser will unwrap its first deep-discount store this summer in its home market of St. Louis. No name has been given the unit, which according to Barney, will resemble Jax.

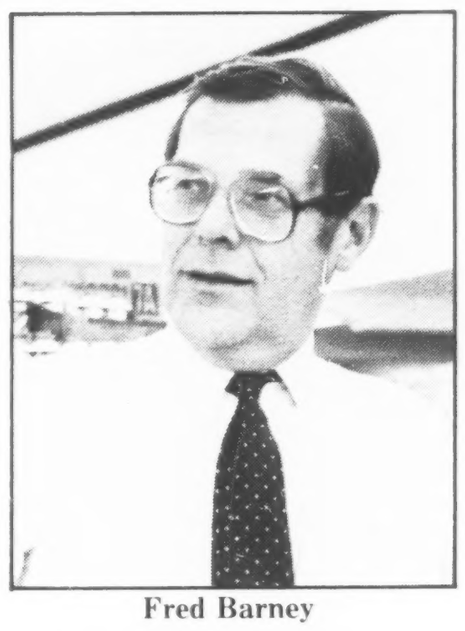
"You don't tamper with success," Barney said.

That means the store will have full-line department including merchandise not always found in the typical big discount store. Jax, for instance, opened with a 64-ft. plant department. The unit will also probably house a pharmacy.

Medicare-Glaser's entry will be one of the first low-margin units in St. Louis. There was talk of a Marc's franchised deep-discount outlet opening, but sources say the prospective franchisee plans to operate the store independently.

According to Medicare-Glaser's president, Harlan Steinbaum, the first unit will be a test, and if results hit projections more outlets will be opened.

For Barney, who served as president of Gray Drug before joining Fisher, the job at Medicare-Glaser is viewed as a "better opportunity. It's an exciting and progressive chain," Barney said.



Fred Barney

Medicare-Glaser is indeed a more stable company than Fisher, which recently posted earnings of only $509,000. Also, the company was just acquired by Carl Lindner, A Cincinnati investor.

Ten-unit Best Buy H&BA chain to go public

WEST PALM BEACH, Fla. —Best Buy Drugs, a 10-unit chain of health and convenience stores, is preparing to go public.

The 20-year-old company, which currently has about 120 private owners, hopes to raise between $1.25 and $1.75 million from the stock sale, which could be consummated this week.

If the sale goes through, Best Buy plans to use the proceeds to launch an ambitious expansion drive in its home market. President Robert Pickett, who is also one of the company's 11 founders, says he hopes to open a total of 40 stores over the next five years.

Ground has already been broken on two stores that will open this calendar year, and the company is about to sign a new lease for a third store.

"We're going to definitely open two stores in 1984, and we may have a total of five opened by the time our fiscal year ends in July 1985," says Pickett. Part of the money would also be spent to at least double the chain's current 6,000-sq.-ft. warehouse as well as to bring in new computers and software programs.

Best Buy earned $150,182 on sales of $9.4 million in fiscal 1983 ended July 31. Sales for the period were up 12% over the prior year, while the earnings put Best Buy back into the black after the chain, in 1982, lost money for the first time in its 20-year history.

The $143,919 loss, said Pickett, was aggravated by a number of factors including the adoption of the LIFO accounting system, the expense of remodeling some existing stores to the company's new growth prototype, and the fact that the chain was highly leveraged at what Pickett feels "was the bottom of the recession."

In fiscal 1984, the underwriters are also anticipating a "small loss" for the company but they attributed it to ambitious investment spending. "They're in the process of converting all their stores to their new prototype," says Steve Hirsh, a broker for Helfer-Broughton, one of the two underwriters. "They've just opened three new stores and they've remodeled one. They're remodeling several more and two more are about to open, but we think these new stores will wind up at break-even or better their first year because they're in excellent locations."

Pickett, who is trying to locate most of his new stores in shopping centers, says he won't even consider a site if it hasn't the potential to crack $1 million.

One of the two new stores under construction is projected to open at $2 million, while the average new prototype store does between $1.4 million and $1.5 million. Break even for a new store is between $1.1 million and $1.2 million.

Best Buy history

The older Best Buy stores average about 6,000 sq. ft., with some as small as 4,500 sq. ft. The new prototype stores, however, are averaging 7,500 to 8,000 sq. ft. with just 500 sq. ft. devoted to stockroom space.

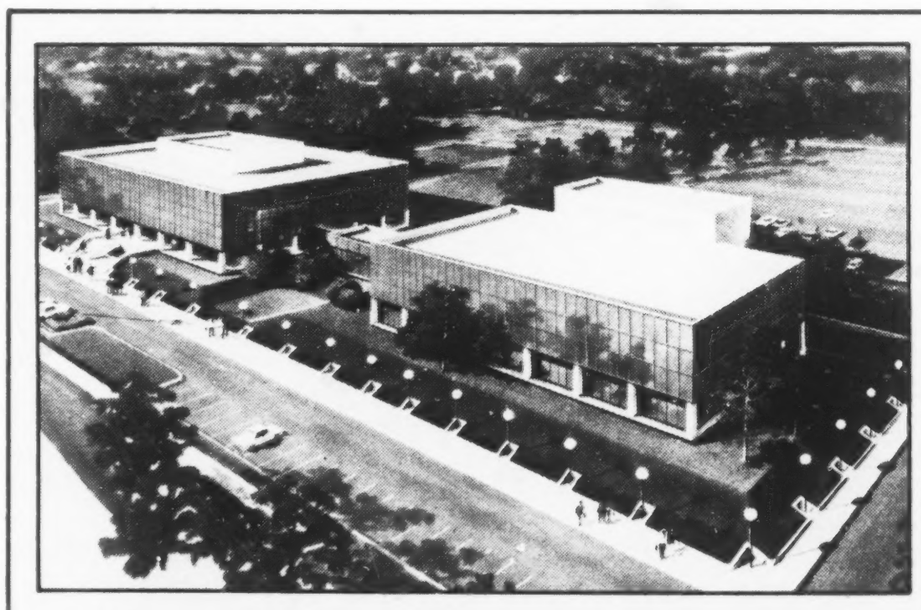
The original Best Buy stores were conventional pharmacy and health and beauty aids stores, but the new prototype, launched in August 1981, is a "mini-combo food and drug convenience store."

The grocery mix, which takes up about 20% of the store, includes packaged groceries, extensive snacks, cold beverages, frozen foods, beer and wine and even a new 500-sq.-ft. service deli.

Food is to the rear of the store against the back and left walls. Pharmacy, greeting cards and health and beauty aids are to the right of the entrance while cold drinks, ice cream and the checkout are to the left.

Pickett will also be putting in a bank of gas pumps in one of the new stores set to open this fall, and Pickett says they will be expanded to other stores "if the test proves successful."

Pickett, who blames the recession for the losses Best Buy suffered in 1982, says he thinks this particular new prototype is "recession proof. I think we've come further than anyone in developing this particular niche for our stores."



Revco's new headquarters

Revco, which had been cramped in its 100,000-sq.-ft. Twinsburg, Ohio headquarters, has completed a 70,000-sq.-ft. extension, and employees have begun to move in. The annex is connected to the 10-year-old original building by an enclosed walkway. Together the buildings have room for 1,000 employees. According to Marvin Solganik, senior vp of real estate, the new building meets the requirements of the chain's current five-year strategic plan. After that, a third 70,000-sq.-ft. structure will be added next to the new annex.

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Vol. 6, No. 10 April 30, 1984

FINANCIAL

Sales up 16.6% at Rite Aid

SHIREMANSTOWN, Pa.—Rite Aid Corp. reported that net income from operations increased 24.6% to $62.1 million for fiscal year 1984, ended March 3.

The drug retailer also reported a $12 million extraordinary gain from the sale of part of its interest in Super Rite Foods Inc.

Sales for the 53-week fiscal 1984 advanced 16.6% to $1.2 billion from $1.04 billion the previous year.

Fourth-quarter net income from operations rose 32.1% to $24.9 million on sales of $365.7 million. Net income, including the gain from the sale of interest in Super Rite, jumped 54.5% to $37 million from $23.9 million during the fourth quarter of last year.

Thrifty income increases 24%

LOS ANGELES—Thrifty Corp. finished the quarter ended Feb. 29 with a net income of $12.4 million, 24% higher than the $10 million reported for the same period last year.

Earnings per share for the quarter were 62¢, up from 50¢.

Sales were $361.4 million, an increase of 10% over last year's $328.2 million.

Earnings for the six-month period ended Feb. 29 rose 24% to $15.5 million from $12.5 million. Earnings per share for this period went up 78¢ from 63¢.

Six-month sales increased 11% to $647.6 from $584.9 million.

Read Classified Ads!

Walgreens profit gain: 27.8%

DEERFIELD, Ill.—Walgreens reported that net income for the first six months of fiscal 1984, ended Feb. 29, increased 27.8% to $40.2 million.

The drug retailer posted sales of $1.37 billion through the first six months, up 16.3% from the previous year.

On a per share basis, net earnings for the first two quarters of fiscal 1984 rose 28.4% to $1.31 from $1.02.

Walgreens' second-quarter net earnings increased 26.7% to $27.7 million from $21.8 million generated during the second quarter of fiscal 1983.

Earnings per share for the second quarter were up 26.8% to 90¢ from 71¢ the previous year.

Second-quarter sales advanced 16.1% to $762 million from $656 million the year before.

Walgreens' president, Fred F. Canning, said the record sales and earnings increases "reflect continuing strong sales and firm control on expenses."

Walgreens' drug store division, which accounts for more than 90% of corporate sales, registered sales increases of 16.4% for the quarter and 16.6% for the first six months of fiscal 1984. The company said that pharmacy generated a "very strong" performance for the first half of the fiscal year.

Net earnings from Walgreens' United States operations for the first two quarters of the year rose 34.6% to $38.9 million from $28.9 million the previous year. For the second quarter, net income from United States operations increased 28.7% to $26.7 million from $20.8 million.

Walgreens' Mexican affiliate, Sanborns, continued to suffer from the faltering Mexican economy. Walgreens' equity income in Sanborns for the first six months of the year was down 51% to $1.3 million from $2.56 million the previous year.

The Deerfield, Ill.-based retailer said that it opened 33 new Walgreens drug stores as of March 31. The chain plans to open a total of 80 stores this year, including several in New York City.

Commenting on the chain's performance thus far, Walgreens' chairman, Charles R. Walgreens III, said that the drug retailer should continue to post record sales and earnings through the remainder of the fiscal year. "Aided by a late Easter that will favorably impact April sales, we look forward to a strong third quarter," Walgreens noted.

Chain drug stocks in broad decline

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION					
					Change		52-Week		Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin		Indicated Dvd. Rate		Last X-Dvd. Date	Last Fiscal Year		Current Ratio	Last Fiscal Year (Per Share)		Last Balance Sheet Date
Name	Symbol	High	Low	Close	Amt.	Pct.	High	Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days	Last Fiscal Year	Amt.	Pct.			Latest P/E Ratio	Amt.	Yield		Revenue	Earnings		Long Term Debt	Common Stock Equity	
—	—	$	$	$	$	%	$	$	%	%	%	%	$	$	%	%	%	—	$	%	—	$ Mil	$ Mil	—	$	$	—
Chain Store transactions																											
Adams Drug	ADG	14.38	13.13	13.25	-.75	-5.36	24.88	12.63	-.42	-1.18	-4.29	31.67	1.74	62 F	55.3	40.0	2.4	7.6	.24	3	03-09-84	302.1	-.1	1.5	5.11	5.74	1285
Am Stores	ASC	33.50	29.00	29.13	-2.00	-6.43	44.00	24.97	-.22	-1.53	.78	18.06	3.61	92 F	34.2	62.0	1.5	8.1	.64	2.2	03-22-84	780.1	17.9	1.6	14.11	14.11	1283
Begley Drug	BGLY	16.00	16.00	16.00	.00	.00	24.00	16.00	-.04	.41	-5.17	.00	1.47	1.46 N	NC	-10.0	1.4	11.0	.68	4.3	01-16-84	55.8	1.1	1.1	1.11	1.11	1283
Big B	BIGB	11.13	10.00	11.13	.13	1.14	14.50	9.06	-.14	2.28	1.32	27.88	.53	1.4 F	35.8	22.0	3.0	21.0	.00	0	09-21-83	14.1	.3	3.5	.11	.11	1283
Dart Drug Corp	DRUGA	68.50	64.00	64.50	-3.50	-5.15	148.00	57.00	.32	-.70	-3.06	26.60	5.43	6.32 N	207.2	67.0	3.1	6.9	.13	.2	03-05-84	29.8	.9	9.1	.11	.11	1283
Drug Sys	DRGS	6.25	5.50	5.50	-.75	-12.00	9.31	5.25	-.64	-2.97	1.51	-56.14	.55	65 N	NC	NC	2.6	8.5	.00	0	01-25-84	25.7	-.1	2.6	.11	.11	1283
Eckerd, Jack	ECK	25.00	21.63	22.50	-1.88	-7.69	34.88	21.63	-.41	-.92	-2.69	23.50	1.91	30 S	16.3	6.0	3.1	10.5	1.00	.44	03-12-84	2325.0	44.1	1.1	1.11	1.11	1283
Fay's Drug	FAY	10.88	9.38	9.38	-.75	-7.06	14.50	8.81	-.67	-.66	4.76	23.31	.60	1.3 F	27.6	56.0	2.6	16.5	.14	.14	03-19-84	372.4	6.1	1.1	1.11	1.11	1283
Genovese Drug	GDX	13.99	12.98	13.00	-.99	-8.31	20.50	8.88	-.37	-1.09	-.78	7.77	.96	2.9 F	43.2	99.0	2.0	13.5	.20	.15	03-29-84	193.6	3.1	1.1	1.11	1.11	1283
Hook Drugs	HOOK	21.75	18.50	18.75	-3.25	-14.77	29.75	18.50	-.56	-2.72	1.19	22.04	2.01	4.9 F	32.2	7.0	2.1	9.3	1.00	.53	04-09-84	322.5	5.3	1.1	1.11	1.11	1283
Longs Drg Strs	LDG	43.00	38.25	39.88	-2.38	-5.62	50.13	38.25	-.41	-.40	.78	13.65	3.43	5.1 F	17.4	10.0	3.0	11.6	1.12	.28	02-29-84	1214.4	36.4	1.1	1.11	1.11	1283
Pay N Save	PAYN	21.63	18.00	18.00	-3.25	-15.29	28.75	17.50	.03	-2.11	1.48	-27.31	2.02	6.1 F	43.2	1.0	2.5	8.9	.60	.33	02-17-84	1020.5	1.1	1.1	1.11	1.11	1283
Pay Less NW	PAY	17.00	15.50	15.63	-1.00	-6.02	20.19	14.00	-.10	-.76	-.83	35.31	1.35	2.8 F	26.1	1.0	2.9	11.6	.34	.22	06-18-84	352.3	1.1	1.1	1.11	1.11	1283
Peoples Drug	PDG	33.88	32.75	32.75	-1.00	-2.96	33.88	20.25	-.02	-.30	-16.14	47.37	1.79	3.6 Q	24.3	23.0	1.7	17.8	.28	.9	02-17-84	791.1	1.1	1.1	1.11	1.11	1283
Perry Drug	PDS	15.38	14.63	15.25	.38	2.52	22.38	11.69	-.07	1.34	-5.78	8.96	1.02	3.7 Q	50.0	11.0	1.6	13.7	.24	.16	02-21-84	285.5	4.5	1.1	1.11	1.11	1283
Revco Drug	RDS	32.88	31.00	31.25	-.75	-2.34	37.50	26.50	.07	-.18	-1.22	8.50	2.13	5.6 N	29.7	24.0	3.7	12.8	.68	2.2	02-17-84	1790.8	68.5	1.1	1.11	1.11	1283
Rite Aid Corp	RAD	19.50	17.88	19.00	.63	3.40	23.44	17.88	-.11	.84	9.74	8.99	1.47	2.9 F	24.5	31.0	5.1	12.9	.40	.21	01-30-84	1223.3	62.0	1.1	1.11	1.11	1283
Thrifty Cp	TFD	14.75	11.50	13.25	.25	1.92	25.25	11.50	-.59	.58	4.26	-15.99	1.13	2.3 Q	24.7	18.0	1.9	11.4	.52	.39	02-06-84	1187.8	22.5	1.1	1.11	1.11	1283
Walgreen Co	WAG	34.63	31.50	31.63	-1.88	-5.60	40.38	28.50	-.17	-.96	.26	-1.25	2.24	4.6 Q	24.4	34.0	2.9	13.5	.72	.23	02-10-84	2360.6	69.0	1.1	1.11	1.11	1283
Wholesaler's transactions																											
Bergen Bruns	BBCA	24.63	23.38	23.63	-1.00	-4.06	39.50	21.00	.20	.44	-1.43	-11.52	1.60	2.2 S	14.6	38.0	1.4	13.7	.32	.14	01-26-84	1452.0	83.1	1.1	1.11	1.11	1283
McKesson Cp	MCK	35.00	32.50	34.00	-1.00	-2.86	51.00	32.50	-.41	.55	1.59	21.21	3.44	3.8 N	11.7	5.0	1.6	9.4	2.40	.71	02-24-84	4253.7	83.2	1.1	1.11	1.11	1283
Foxmeyer Cp	FOXM	25.00	24.50	24.50	.00	.00	28.50	22.25	.09	.15	-2.02	-66.55	.94	1.4 N	NC	103.0	.7	17.1	.00	.0	00-00-00	351.1	23.3	1.1	1.11	1.11	1283
Ketchum	KCH	17.38	15.63	16.38	.50	3.15	21.00	11.19	.40	.80	-2.24	-41.45	.89	5.1 N	113.3	97.0	.4	17.1	.00	.0	09-26-83	211.4	9.1	1.1	1.11	1.11	1283
Owens & Minor	OBOD	13.75	12.88	13.25	-.50	-3.64	19.25	12.88	-.25	.12	1.26	2.47	1.41	6.4 F	83.1	8.0	1.2	9.4	.36	.27	03-09-84	255.2	3.0	2.8	1.11	1.11	1283
Spectro Indus	SPO	18.50	17.38	18.13	.13	.69	28.75	15.50	.18	1.10	1.53	58.99	1.35	3.1 N	25.0	48.0	1.6	11.7	.14	.8	03-30-84	339.1	5.4	1.1	1.11	1.11	1283
Manufacturer's transactions																											
Abbott Labs	ABT	41.88	38.25	40.88	.75	1.87	53.38	38.25	-.10	.08	-.61	32.07	2.86	4.9 F	20.6	28.0	11.9	14.3	1.20	.29	04-09-84	2927.9	347.6	1.1	4.00	4.00	1283
Am Home Prod	AHP	53.75	51.88	52.38	.25	.48	54.75	42.88	-.04	.45	-1.37	6.94	4.00	4.1 F	11.4	17.0	12.9	13.1	2.64	.50	02-06-84	4856.5	927.2	1.1	3.11	3.11	1283
Baxter Travenol	BAX	17.13	16.38	17.00	-.13	-.73	31.31	16.38	-.20	.57	-.47	-13.07	1.45	2.3 F	18.8	28.0	11.8	11.7	.33	.19	03-23-84	1842.5	281.1	1.1	1.34	1.34	1283
Block Drugs Co	BLOCA	27.25	27.25	27.25	.00	.00	34.47	22.34	.00	.45	3.92	44.44	2.85	4.7 N	17.6	14.0	9.7	8.7	1.00	.37	02-24-84	219.0	21.3	1.1	3.39	3.39	1283
Bristol-Myers	BMY	48.00	44.88	46.13	.88	1.93	48.00	35.75	.25	.89	-.62	-18.53	3.00	4.1 F	15.8	19.0	10.4	15.4	1.60	.35	04-02-84	3917.0	408.0	1.1	1.11	1.11	1283
Carter-Wallace	CAR	24.00	20.75	21.75	-2.38	-9.84	29.00	18.00	-.65	.17	-1.33	41.62	2.12	3.1 N	15.5	35.0	5.7	9.4	.48	.22	02-06-84	289.9	16.5	1.1	1.11	1.11	1283
Cooper Labs	COO	16.00	11.75	16.00	4.75	42.22	16.00	10.38	1.20	2.65	10.48	5.13	NA	NA	NA	NA	NA	NA	.12	.8	03-12-84	NA	NA	NA	NA	NA	1283
Forest Labs	FRX	19.50	16.38	19.38	2.25	13.14	40.75	16.13	-.24	1.50	-.59	16.05	.48	-.02 N	-3.5	57.0	13.4	35.9	.00	.0	01-14-83	18.6	2.5	3.7	1.11	1.11	1283
ICN Pharm	ICN	6.63	6.00	6.25	-.25	-3.85	15.25	4.88	.23	-.54	-5.93	-9.76	.22	-.20 F	-47.6	33.0	5.1	28.4	.00	.0	00-00-00	37.0	1.9	1.8	1.11	1.11	1283
Key Pharm	KPH	17.25	12.00	12.75	-3.13	-19.69	25.94	12.00	.11	-4.50	6.70	53.15	.51	.1 F	50.0	60.0	14.8	25.0	.16	.13	03-12-84	127.3	18.6	1.6	.63	.14	1283
Lilly Eli Co	LLY	65.50	61.13	64.63	3.00	4.87	68.38	56.75	-.08	1.05	1.63	33.26	6.13	7.1 F	13.0	12.0	15.1	10.5	2.90	.45	02-08-84	3033.7	457.4	1.9	1.23	28.86	1283
Lee Pharm	LPH	2.88	2.50	2.50	-.38	-13.04	4.38	2.00	-.21	-1.65	1.52	-37.41	-.49	5.4 Q	NE	-57.0	-14.3	NE	.00	.0	00-00-00	7.0	-1.0	2.6	.41	.41	1283
Marion Labs	MKC	35.50	31.50	32.00	-1.00	-3.03	48.00	27.25	.49	-1.05	1.24	.60	.78	4.3 S	72.8	15.0	8.2	31.4	3.00	.32	03-01-84	3246.1	450.9	1.1	32.92	32.92	1283
Merck & Co	MRK	95.00	91.00	93.50	2.38	2.61	104.63	82.38	-.02	-.03	-1.87	-2.77	6.10	4.9 F	8.7	7.0	13.9	15.3	3.00	.24	02-23-84	1509.2	785.1	1.4	3.91	33.79	1283
Morton Thiokol	MTI	79.25	65.75	74.25	8.63	13.14	83.38	60.00	.57	.45	4.32	37.73	5.15	1.0 S	23.1	17.0	5.2	12.8	1.76	.24	02-23-84	1509.2	785.1	1.4	3.91	33.79	1283
Newport Ph	NWPH	5.50	4.63	4.88	-.50	-9.30	11.38	4.50	-.13	-.12	-2.03	-13.94	-.03	-.09 N	NE	14.0	-3.4	NE	.00	.0	00-00-00	8.6	-.3	3.7	.24	.24	1283
Pfizer Inc	PFE	35.25	32.25	34.00	-1.13	-3.20	44.75	32.25	-.54	-.42	.25	-9.16	2.73	6.2 F	29.3	17.0	11.9	12.5	1.32	.39	01-26-84	3752.0	447.1	1.1	3.11	1.61	1283
Reid Prov Labs	REID	4.25	3.75	3.75	-.25	-6.25	6.09	1.91	.50	-3.28	-2.40	-2.12	.10	.06 S	85.7	64.0	6.1	28.8	.05	.13	12-09-83	11.4	-.1	1.1	.11	.11	1283
Robins, AH	RAH	17.88	16.63	16.63	-.25	-1.48	29.38	16.63	-.16	-.64	-4.16	1.66	2.40	4.2 F	21.2	20.0	10.3	6.9	.68	.41	02-03-84	563.5	58.2	1.1	13.39	13.39	1283
Rorer Group	ROR	30.63	27.63	30.00	1.50	5.26	34.25	25.00	.14	1.87	6.11	7.00	2.02	2.2 F	12.2	11.0	8.9	14.9	1.08	.36	02-06-84	475.3	42.4	1.1	2.18	10.43	1283
Scherer RP Co	SCHC	13.13	12.50	13.00	.13	.97	29.63	12.25	-.28	.51	-5.70	20.22	1.13	-.39 N	-36.7	*2.0	5.2	19.4	.32	.25	03-14-84	169.7	8.8	1.1	4.57	10.88	3383
Searle, GD	SRL	48.63	45.13	45.25	-.75	-1.63	55.88	36.63	.05	-.36	-2.84	2.73	2.39	-.17 F	-6.6	14.0	11.6	18.9	.52	.11	02-06-84	946.0	110.0	1.1	4.13	3.32	1282
Squibb Corp	SQB	46.00	43.00	43.00	-2.50	-5.49	55.63	38.25	-.10	-.71	.38	-16.80	3.31	3.0 F	9.9	6.0	9.8	13.0	1.44	.33	02-10-84	1768.9	173.3	1.1	6.54	2.29	1282
Sterling Drug	STY	26.38	25.38	26.25	.25	.96	29.63	23.50	.31	.77	5.25	23.68	2.24	.07 F	3.2	8.0	7.2	11.7	1.12	.43	02-09-84	1901.2	136.8	1.1	1.13	14.16	1282
Syntex Corp	SYN	40.25	37.75	39.13	.63	1.62	62.50	37.75	-.28	.20	-1.03	-8.49	4.30	4.0 S	9.9	36.0	17.2	8.8	1.60	.41	02-06-84	870.2	149.3	2.2	3.37	13.11	0783
Thompson Med	TM	20.50	17.25	19.88	1.75	9.66	26.00	12.75	1.04	1.49	3.24	-7.63	1.65	4.9 F	42.2	89.0	11.0	12.0	.40	.2.0	03-26-84	149.4	16.5	4.5	.00	4.53	1182
Upjohn Co	UPJ	66.00	59.75	65.75	5.63	9.36	68.75	50.75	.46	1.54	6.06	-11.09	5.28	1.1 F	26.3	1.0	8.1	12.5	2.56	.39	03-30-84	1986.1	160.2	2.2	18.02	34.74	1283
Warner-Lambrt	WLA	34.38	33.00	33.25	-.63	-1.85	36.75	26.38	.07	-.07	-3.14	2.62	2.51	4.6 F	22.4	-2.0	6.5	13.2	1.48	.45	02-06-84	3108.3	200.5	1.9	1.53	11.75	1283

KEY: NA—Not Applicable NC—Not Calculable NE—Negative Earnings Q-First Quarter S-Six months N-Nine months F-Fiscal year
**—Other than a quarterly multiple resulting from a fiscal year change.*

Data and Table Provided by Media General Financial Services, Inc., Richmond, VA 23261